

Candidate's Declaration

I declare that the work in this thesis was carried out in accordance with the regulations of Universiti Teknologi MARA. It is original and is the result of my own work, unless otherwise indicated or acknowledged as referenced work. This topic has not been submitted to any other academic institution or non-academic institution for any other degree or qualification.

In the event of my thesis be found to violate the conditions mentioned above, I voluntarily waive the right of conferment of my degree and agree to be subjected to the disciplinary rules and regulations of Universiti Teknologi MARA.

Name of Candidate	:	Muhammad Fadhli Bin Ahmad
Candidate's ID Number	:	2011724837
Programme	:	Master in Tourism Management
Faculty	:	Faculty of Hotel and Tourism Management
Title of Thesis	:	The Relationship Between Homestay Activities, Tourist Satisfaction and Post-Behavioural Intentions: A Case of Kuala Medang Homestay
Signature of Candidate	:
Date	:	17 June 2013

ABSTRACT

Homestay programme in Malaysia is comprised of various ecotourism packages, offering agro-tourism, nature-tourism and/or cultural-tourism activities. However, homestay hosts need to improve its activities in order to attract more tourists in the future. There has been a stable decrease in the number of homestay tourist arrivals in Kuala Medang, which is chosen as the setting of this study. A questionnaire was developed to examine tourists' perception, preference and satisfaction level toward the homestay activities and how it affected post behavioural intentions. A convenient sample of 346 local and international tourists were surveyed and the results showed majority of them were satisfied with the homestay activities which led to positive post behavioural intentions. Activities which tourists most enjoyed were also identified in the findings.

Keywords: *Homestay Activities; Tourist Satisfaction; Post Behavioural Intentions*

(123 words)

TABLE OF CONTENTS

	Page
TITLE PAGE	i
AUTHOR'S DECLARATION	ii
ABSTRACT	iii
ACKNOWLEDGEMENTS	iv
TABLE OF CONTENTS	v
LIST OF TABLES	vii
LIST OF FIGURES	viii
 CHAPTER ONE: INTRODUCTION	
1.0 Introduction	1
1.1 Background of the Study	1
1.2 Problem Statement	6
1.3 Purpose of the Study	8
1.4 Objectives of the Study	9
1.5 Research Objectives	9
1.6 Theoretical Framework	10
1.7 Research Hypotheses	11
1.8 Significance of the Study	11
 CHAPTER TWO: LITERATURE REVIEW	
2.0 Introduction	13
2.1 Homestay	13
2.2 Background of Kuala Medang Homestay	15
2.3 Homestay Activities	17

2.3.1	Culture and Heritage Activities	18
2.3.2	Aborigines' Activities	21
2.3.3	Water-Based Activities	23
2.4	Tourist Satisfaction	24
2.5	Post-Behavioural Intentions	27
2.5.1	Revisit Intention	27
2.5.2	Recommendation To Others	29

CHAPTER THREE: RESEARCH METHODOLOGY

3.0	Introduction	31
3.1	Research Paradigm	31
3.2	Population and Sampling	32
3.3	Research Instrument Design	33
3.3.1	Questions Used in Section (A), (B), and (C) of the Questionnaire	37
3.4	Validity of Research Instruments	38
3.5	Pilot Study	39
3.6	Data Collection Process	40

CHAPTER FOUR: RESULTS AND ANALYSES

4.0	Introduction	42
4.1	Reliability Coefficient	42
4.2	Respondents' Profiles	44
4.3	Analysis of Tourist Perception on Homestay Activities	50
4.3.1	Analysis of Tourist Perception on Culture and Heritage Activities	50
4.3.2	Analysis of Tourist Perception on Aborigines' Activities	52
4.3.3	Analysis of Tourist Perception on Water-Based Activities	54
4.4	Analysis of Tourist Satisfaction	55

4.5	Analysis of Tourist Post-Behavioural Intentions	57
4.6	Correlation Analysis	58
4.7	Multiple Regression Analysis	60
4.7.1	The Relationship between Homestay Activities and Tourist Satisfaction	61
4.7.2	The Relationship between Tourist Satisfaction and Post-Behavioural Intentions	62
4.7.3	The Relationship between Homestay Activities and Post-Behavioural Intentions	63
4.7.4	The Relationship of Mediating Effect of Tourist Satisfaction towards Homestay Activities and Post-Behavioural Intentions	64

CHAPTER FIVE: RECAPITULATIONS, LIMITATIONS, IMPLICATIONS, RECOMMENDATIONS AND CONCLUSION

5.0	Introduction	67
5.1	Recapitulations of the Study Findings	68
5.1.1	Research Question One:	68
5.1.2	Research Question Two:	70
5.1.3	Research Question Three:	71
5.1.4	Research Question Four:	72
5.2	Hypotheses Testing	72
5.3	Limitations and Suggestions for Future Research	73
5.4	Implications, Recommendations and Conclusion	75
6.0	REFERENCES	79